

Message Text

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PAGE 01 NAPLES 00538 180855Z

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ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 /017 W
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R 171530Z MAY 76

FM AMCONSUL NAPLES

TO SECSTATE WASHDC 4966

INFO RUEHIA /USIA WASHINGTON DC//120

RUFHOM /AMEMB ROME IT//1451

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USIAC

E.O. LL652:N/A

SUBJ: VOLSPKR WILLIAM EBERLE

REF: ROME 7353

STATE FOR CU

USIA FOR ICS/D; IEU

1. AMBASSADOR WILLIAM EBERLE, MOTOR VEHICLE MANUFACTURER'S ASSOCIATION, WASH. DC. VOLSPKR, ICS/DE "U.S. TRADE POLICY IN THE CONTEXT OF THE CURRENT ECONOMIC SITUATION IN WEST EUROPE". LOCATION: UNION OF INDUSTRIALISTS, NAPLES, MAY 14, 1976. WS-OO
2. QP-VG, ED-G, AR-G, RO-E.
3. EBERLE MADE A 30 MINUTE PRESENTATION BEFORE A SELECT GROUP OF 18 INDUSTRIALISTS, BANKERS, AND GOVERNMENT OFFICIALS, THE AIN

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POINT OF WHICH WAS THAT THE U.S. WILL BE AN OPEN, ACTIVE, WILLING STABLE TRADING PARTNER WITH A BOOMING ECONOMY AND A WILLINGNESS TO NEGOTIATE TRADE DIFFERENCES. INSTEAD OF BECOMING PROTECTIONIST, THE U.S. WANTS TO PARTICIPATE IN WORLD TRADE ON A FAIR, EQUITABLE BASIS. HE NOTED THAT THE TREND IN THE U.S. IS AWAY FROM MANDATED TRADE RULES TO INCENTIVES AND DISINCENTIVES, WHILE THE TREND IN EUROPE IS TOWARD MORE GOVERNMENT OWNERSHIP, REGIONAL RESTRICTIONS, AND REGIONAL AGREEMENTS. HE WARNED THAT THIS MIGHT BE A SOURCE OF PROBLEMS, AND RE-EMPHASIZED THE NEED FOR NEGOTIATING DIFFERENCES. EBERLE ENDED HIS TALK SAYING THAT THE U.S. MARKET WILL REMAIN A GOOD ONE FOR ITALY, AS LONG AS THE ITALIANS CAN REMAIN COMPETITIVE, ESPECIALLY IN THE AREA OF LABOR

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COSTS, BUT HELD OUT NO FALSE HOPE THAT THIS WOULD BE EASY, SINCE

U.S. UNIT COSTS HAVE BEEN DROPPING, MAKING AMERICA MORE COMPETITIVE THAN IT HAS BEEN IN A LONG TIME. HIS TALK WAS WELL RECEIVED AND HE COULD BE PROGRAMMED EFFECTIVELY IN OTHER AREAS OF SOUTHERN ITALY. OPPEN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: CULTURAL PRESENTATIONS, SPEAKERS
Control Number: n/a
Copy: SINGLE
Draft Date: 17 MAY 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976NAPLES00538
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760191-1035
From: NAPLES
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760546/aaaabnkq.tel
Line Count: 65
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 ROME 7353
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 14 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 JUL 2004 by wolfsd>; APPROVED <18 JAN 2005 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: VOLSPKR WILLIAM EBERLE
TAGS: SCUL, (EBERLE, WILLIAM)
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006